ABSTRACT OF THE DISCLOSURE

In a display device, three light-emitting elements, which respectively emit light of the three primary colors of R, G, and B, are aligned in a fixed order in a first direction to form one pixel. A plurality of such pixels are aligned in a the direction to form one line. A plurality of such lines are aligned in a second direction, which is orthogonal to the first direction, to form a display screen. With this display device, a three-times magnified pattern, with which a target pixel in a raster image to be displayed currently is magnified by three in the first direction, is determined dynamically in accordance with a rectangular reference pattern of 3 x 3 pixels consisting of the target pixel and pixels surrounding the target pixel. Display is performed upon allocating this three-times magnified pattern to the three light-emitting elements that comprise one pixel. Character interval adjustment and color display of sub-pixel precision precision are enabled.